

# BASSET News

## Latest update from Basset CEO



The trend continues where operators more and more focuses on their core business while at the same time outsources larger parts of their OSS/BSS processes to suppliers that has the capability to facilitate this. Our experience of reliably operating revenue critical platforms within mediation, billing and revenue assurance for group operators make us the easy choice for customers when following this trend.

We continue to grow our service organization and today Basset offer several specific service offerings including among others Business Consulting driven service offerings such as Deep Dive Alarm Analysis for Watchdog Fraud, Interconnect Operational Excellence, Value-Adding Reporting and Specific System Launching Services. The demand for these kinds of services is constantly growing as operators strive for increased profitability and the ability to focus on their core business.

This, together with our Managed Services offering, ensures that our customers more easily and cost-effective can reach operational excellence.

The first quarter 2011 has also continued with high activity with our customers. Several integration projects where running in parallel at the same time as new ones where launched. Basset integration crew has had activities in all parts of the world during the first quarter, both for integration of our solutions, additional training as well as services. The interest in our new releases as well as our service offering continues to be high.

Our increase in R&D capacity meant hiring several new skilled R&D experts. This capacity increase ensures our customers' requirements in terms of functionality together with the latest trends and changes in the market are handled effectively - and all this with a shorter time to market for our major releases. Outermost our customers will benefit from more value add at an even shorter time to market.

The following newsletter will focus on among other things the Services offering from Basset and how you as a valuable customer can benefit from this. I hope you will find the reading interesting.

Sincerely  
Jesper Wikstrom Forne

## This issue's reading highlights

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**Christian Ledin joined Basset in 1998, and has held several positions within the company, including training, project management and key account management. He also served as Regional Manager Americas for the Miami branch in Florida. Since a few years he has been an important part of the management team as Chief Operations Officer and Head of Consulting.**

One thing that strikes me when interviewing Christian is that he is so dedicated to Basset and the work that he does. All these years and positions behind him have given him a strategic and operational understanding, there has always been new goals to achieve.

Since a few years he has led the work of building up the Services offering, including System Integration and Consulting services, covering both Solution and Business Consulting. As Head of Consulting, his primary focus is now on building up the Business Consulting offer even further. The decision to strengthen the business consultant organization follows Basset's strategy to further build and expand the business with existing customers and the ambition to take the position as the vendor that continuously gives more.

- Through Basset's extensive collaboration with telecom operators all over the world, we are familiar with the challenges they face every day. Based on our experience and our knowledge, we have created a variety of services we believe can be of great help when they need to focus on their core business, says Christian.

The Business Consultant role is a strategically crucial role at Basset and focuses on delivering an increased value to Basset's existing customers. The consultant works closely with Basset's senior management, the sales organization and key account managers as well as product managers in order to give our clients more value.

*We are committed to adding more value to our clients business – always.  
We shall assist in every way to help our clients to **get more** from their business.*

- We are committed to adding more value to our clients business – always. Whenever business or operational conditions change, we are there to help out. Our Solution Consulting shall quickly and smoothly help our clients adapt their systems. And our Business Consulting will provide advice on how to improve the operation, change the organization and increase the competence. We shall assist in every way to help our clients to get more from their business, says Christian.

The demand of consulting services is increasing and it is a competitive market. But as we see it, one thing that differentiates a Business Consultant from Basset to others is that the Basset consultant has a commercial responsibility and is part of delivering the whole service. This gives the client a consultant with a greater understanding of their business and challenges.

- My goal is to double the consultants within the next coming year and as soon as it is up and running I will continue to build Basset's total offering further, Christian ends saying.

## Business Consulting Process

A typical process for a Business Consulting engagement is as follows:

- Conducting a needs analysis
- Determining project specifics including the scope of services to be provided, timeline, team and budget
- Conducting a gap analysis (to identify the gap between "where we are" and "where we want to be")
- Identifying possible solutions
- Presentation of recommendations
- Implementation of recommendations
- Post-project review (with client feedback questionnaire)
- Quantitative and qualitative research and information gathering techniques, including:
  - observation
  - case studies
  - interviews
  - focus groups, workshops
  - surveys
  - SWOT analysis of business situations

### Some of our Business Consulting services:

- Deep Dive Alarm Analysis for Watchdog Fraud
- Interconnect Operational Excellence
- Value-Adding Reporting
- Specific System Launching Services

## Basset expands the business in Africa - opens an office in Nairobi, Kenya

Basset, a global provider of OSS/BSS solutions worldwide, expands into Africa. Due to the strong footprint and increasing demand in the African region, Basset has launched a new office in Nairobi, Kenya.

Basset has opened an African regional office in Nairobi, Kenya, to come closer to their growing customer base and meet the huge demand for Basset's solutions in Africa. Bukasa Ntambwe Nkuna, Regional Account Manager Africa, will manage the new operation in Nairobi, Kenya.

- The primary objective of opening a regional office in Nairobi is to improve our interaction with each local operation in Africa, this will further improve our ability to define our customer needs and help them to get more out of their businesses, says Anders Smedberg, Executive Vice President Sales and Marketing at Basset.

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## Managing their entire interconnect business with RevUp Interconnect - a success story of Telenor Sweden

### Opportunity

Telenor Sweden is a leading provider of communications services. The operator offers everything from mobile and fixed telephony, broadband and data services. Telenor Sweden also includes Bredbandsbolaget and Glocalnet and in total they have approximately 2100 employees. Telenor is one of the world's largest mobile operators with a total of 184 million mobile customers and has mobile operations in 14 countries, focusing on Europe and Asia. Telenor's international operations are based on a combination of global resources and local expertise. The international presence includes low prices on international communication, and synergy with a focus on innovation and technological development.

### Solution requirements and selection

Telenor Sweden is a merge of several different companies and due to this they had two different interconnect billing systems installed, which both was in need of support and was costly to manage. In 2008 Telenor started a vendor selection process in order to replace the two systems. They needed to find a single solution that could deal with several companies within the same platform and to be able to measure the complete traffic flow. The finance department required a solution that gave them better monitoring capabilities, easier reporting tools and the ability to measure the traffic accurately.

There were up to ten suppliers in the beginning of the process, all fully compliant to the business requirements that Telenor had set up. In the end Telenor chose Basset's RevUp Interconnect due to a future proofed and cost-effective solution that centralizes the company's interconnect business. Basset's RevUp Interconnect has a proven delivery model and a fast and easy implementation process.

"The RevUp Interconnect is a very cost-effective and complete solution that handles the entire interconnect settlement business which suits our group organization well, now and in the future."

*Gunnar Möschler, Telenor Sverige AB*



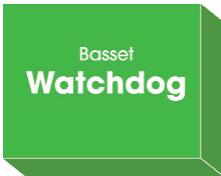
### Advantages with a new solution

Telenor depended on Basset to deliver on time and the implementation process has gone really well. By leveraging a highly flexible interconnect billing system, Telenor can now easily monitor the correctness of invoicing, reduce the manual workload and overall operational costs and improve operational efficiency.

The RevUp Interconnect solution is easy to manage and administrate and it saves time for the finance and IT department staff. Tasks that took hours to execute can now be done easier and faster than previously, so the time-saving aspect is an important benefit for the staff.

RevUp Interconnect is the market's most complete solution for domestic and international settlements. It eliminates revenue leakage by ensuring every call is captured, rated and invoiced correctly – regardless of which type of network originates and terminates the call. This complete interconnect billing solution will help Telenor to maximize the potential revenues within this important domain.

- The RevUp Interconnect is a complete solution that handles the entire interconnect settlement business which suits our organization well, now and in the future. The representatives at Basset have always been very quick in responding to our questions and needs, we find them very flexible and creative in giving us the best solution and the help that we need. The implementation process has gone really well and we are satisfied with the good relationship that we have with Basset, says Gunnar Möschler, Manager Corporate CRM at Telenor Sverige AB.



## Basset's Product Manager receives GRAPA certification

Daniel Salokas, Product Manager for Watchdog Reconciliation at Basset, has been awarded with GRAPA's certification as Practitioner of Telecommunications Revenue Assurance. The Certification Committee's decision to award Daniel Salokas Practitioner level certification was based on Daniel's now proven understanding of revenue assurance fundamentals, as well as his experience applying them in real world situations.

According to GRAPA, Daniel have more than demonstrated his talent and ability to internalize GRAPA's internationally ratified standards and relate them directly to carrier-specific revenue assurance practice. These skills will allow Daniel to bring significant value back to Basset, and in GRAPA's experience the expertise Daniel has gained will remain marketable and transferable.

- Daniel's completion of 40hrs of training, his excellent scores on the certification exam as well as his industry experience in the practice of revenue assurance made him an exemplary candidate for GRAPA certification, says Chris Yesulis, Vice President and Chairperson, GRAPA Certification Committee.
- The GRAPA course completed my understanding of revenue assurance within the telecom industry, both on the business process side and the detailed technical parts. With this knowledge I got a better insight on how to make our product more efficient and to better help our customers in their daily work, says Daniel Salokas, Product Manager and Solution Architect for Watchdog Reconciliation.

### Meet our employee: Sanaz Shahriar - Technical Trainer

Sanaz was recently pointed as Technical Trainer at Basset. She joined Basset in 2010 and was a part of our Managed Services before she took on a new role as Technical trainer. Sanaz will be focusing mostly on our solution RevUp Interconnect, but will of course also deliver trainings within our other solutions as well.

Sanaz moved to Sweden in 2007 from Tehran, Iran to study a Master in Intelligent Systems. After finishing the studies she assigned as IT Manager at Voltimum and worked there until she joined Basset in autumn 2010.

- The best thing about working at Basset is the professional and friendly atmosphere it offers. The teamwork and team spirit is very high, everyone is striving towards the same goal and is doing their best to give the customers more.

Sanaz enjoys living in Sweden and likes its beautiful nature and unique climate. She thinks Sweden is a peaceful and nice country to live in.

- My choice to study abroad and to stay and work in Sweden was a great experience and something I am really proud of. As I love to travel and work with people from different cultures, Basset is the best choice of workplace - I will definitely get the chance to meet a lot of interesting people in the future.

### Short facts:

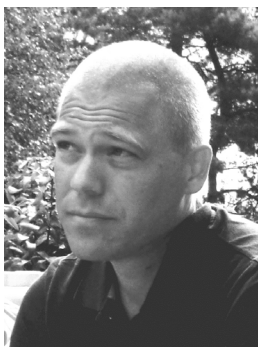
**Interests:**  
Travelling, training, painting and sketching, cultural events

**Education:**  
Bachelor in Software engineering and Master in Intelligent systems

**What you didn't know:**  
Sanaz goes to the cinema almost every week to see a new movie, she loves watching movies



## Basset @ BARG # 77 in Auckland, New Zealand - by Tord Nilsson, Product Manager Basset RevUp Roaming



The 77th meeting of BARG was held in Auckland, New Zealand kindly hosted by 2Degrees & Telecom NZ. The meeting was opened with a one minute silence in respect to all those lost in the Christchurch New Zealand Earthquake on 22 February 2011.

Following the opening speech of the hosts EMC did a presentation of the ongoing projects Embedded SIM Task Force, IPv6 Roaming and Interoperability Task Force, Voice over LTE Activity, WI-FI Roaming and Off-loading, Handset antenna efficiency study, Future Roaming and Interconnect – CSOG. All of these projects will affect sooner or later all members of BARG.

The Roaming Hubbing Steering Group did a presentation on the challenges they see in evolving the business towards LTE/IPX, Settlement and Agreements.

The chairman, Anthony Pizzuto, did a presentation on the progress of RAEX AA.14 since the last BARG meeting in Antwerp. Since the implementation of RAEX, many items still need attention from the working groups. Things such as EU regulation, LTE, Roaming Hubbing, Discount agreements need to be catered for in the agreement section between partners. This is all in line for finalization before the next release reaches the market, called RAEX 2012 release.

A part of this presentation covered RAEX IR.21 (it is a Data base to facilitate roaming relationships) will also be made electronic using the same schema as AA.14 (XML) where operators can, instead of word, pdf or other means exchange and import data directly into their systems. This will be live April 1st 2011 through the GSMA Infocentre.

CPWP (Charging Principles Working Party) did a presentation amongst other things, Voice over LTE (VoLTE). In order to cope with this new technology both documents but also TAP formats need changes.

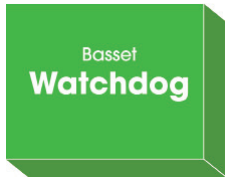


TADIG, which handles all file formats within BARG, such as TAP, RAP, RAEX, EID and others, informed of changes coming that is needed in billing systems such as RevUp Roaming. Especially LTE were discussed where there is discussions to upgrade the TAP format to 3.12 or even call it TAP 4.

Another topic widely discussed was “Embedded Mobile Roaming” which will drive acceleration of Machine-to-Machine communication. The expected growth is set to be reaching 500 million connected devices by 2013. The area will occupy the space of “thought leader” in the verticals of Health, Transport and Utilities.

Next BARG #78 will take place in the Monte Carlo Bay Hotel, Monaco on October 25th – 27th. I hope to see you there.





## Launching of a new version of Basset Watchdog suite - enhances your detection of fraud and revenue losses

**Basset launches a new version of Watchdog - the next generation of one of the world's most spread fraud management and revenue assurance systems. The new version has been added with several new features and functions that will enhance your detection of fraud and revenue losses.**

Watchdog is a complete solution suite focusing on fraud management and revenue assurance – everything is designed to avoid revenue loss. You get effective tools that will help you to constantly stay one step ahead of the fraudsters and to detect and act on revenue leakages. Watchdog is a flexible solution that makes it easy for you to expand into new areas. Use Watchdog and you will get more by losing less.

### More user-friendly

In the new release of Watchdog FMS and RA solution, you will find a more user-friendly environment as you will be able to configure your workspace and see the windows that are specific selected for the users' needs, a new feature that will increase effectiveness.

### Combination of alarms

Watchdog Fraud includes an advanced alarm builder interface allowing the users of the system to almost build any alarm criteria to detect abnormal behaviour in their network. This will enhance the ability to detect the main fraud types many of the operators in the world are suffering, such as international revenue share fraud, roaming fraud and bypass fraud.

The alarms module in Watchdog Fraud provides great flexibility in constructing and combining alarms. This allows the operator to be extremely flexible and independent to detect new fraud types and adjusting existing alarms. In this new release the possibility to combine the alarms even further will give the user more accurate alarms, reduce the amount of false alarms and save you both time and money.

Watchdog is a flexible solution that makes it easy for you to expand into new areas. Use Watchdog and you will get more by losing less

Watchdog Fraud covers different areas where operators experience fraud. Since there is a fine line between some areas, we will see some alarm types which will cover one, two or even more areas. The generic alarms sections rule based logic is a very powerful tool used to limit the alarms and separate the different areas of fraud.

### Reconciliation functionality

In the new release of Watchdog Fraud we have integrated a reconciliation functionality where we have integrated all the settings and alarm generations from ReconEngine into the Watchdog client. We have also built a function that will analyse the data in a clever way (OLAP - OnLine Analytic Processing) with user-friendly graphs. In addition to this we have also built a feature where customers can choose two sources of data and compare them in a simple way which may result directly on the screen.

The addition of reconciliation functionality will help you in both the fraud domain and with your RA controls. With our new analytics screen you can view or "pivot" the data in various ways, you can re-arrange large amounts of data that involves re-summarizing and that is performed within seconds to avoid wasting the analyst's time.

Minimize your storage needs and increase you productivity with the combination of fraud and RA controls within the same product.

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